

# 2023 Operation Mayday Timeline

**NOW**

Register your department at [www.makemeafirefighter.org](http://www.makemeafirefighter.org)

**March 27**

Advertising campaign begins.

**May 13**

Statewide recruitment open house.

**May 14**

Start on-boarding new members.



**Operation Mayday has been endorsed by the following organizations:**

Vermont State Firefighters Association

Vermont Career Fire Chiefs Association

Vermont Coalition of Fire and Rescue Services

**Operation Mayday is funded through a grant provided by:**

Vermont Emergency Management

**Administrative and technical support for this program is provided by:**

Vermont Fire Academy



For more information or to access the electronic resources used with this program, visit:

[www.firesafety.vermont.gov/mayday](http://www.firesafety.vermont.gov/mayday)

# Operation Mayday!



*Vermont's first coordinated statewide firefighter recruitment effort.*

# 2023

## How it works . . .

Operation Mayday is Vermont's first coordinated statewide firefighter recruitment effort aimed at bringing new firefighters into the Vermont Fire Service. The program highlights opportunities to serve in the Vermont Fire Service, either as a volunteer, paid-on-call, or career firefighter. It is easy for every fire department in Vermont to participate and there is no cost to the local fire department.

To participate in the program, a fire department first registers on the "Make Me A Firefighter" website. This is a free resource to advertise your need for firefighters. A multi-media advertising campaign will direct the community to seek out fire service opportunities using this website.

Next, beginning in March, advertisements will run on WCAX television, the WCAX website, Facebook, and Instagram highlighting the need for new members to join the fire service. The ads will direct community members to the "Make Me a Firefighter" website and also highlight a statewide recruitment event to take place on May 13, 2023.

We encourage local fire departments to host an open house and recruiting day on Saturday, May 13, 2023 from 9:00 a.m. to 1:00 p.m. This event will be your opportunity to recruit in-person and hold demonstrations.

### Step 1: Enroll

Enroll your fire department on the "Make Me A Firefighter" website ([www.makemeafirefighter.org](http://www.makemeafirefighter.org)). Enter your opportunities to join the fire service here into a searchable database. You then have access to customizable marketing materials, resources, tips, and recruitment ideas.

### Step 2: Identify

Identify a recruitment officer for your department to organize and coordinate your local recruiting efforts.

### Step 3: Notify

Notify the program that you are participating and that you will be holding an open house on May 13, 2023. We will add you to the list of participating departments.

Next, notify the community that you are participating by advertising your open house locally using flyers, social media, web postings, and more.

### Step 4: Host

Host an "Operation Mayday" open house at your fire station on May 13, 2023 where you have an opportunity to meet perspective members, conduct demonstrations, and make the need for help known to the community.

Visit our online resource page for information on how to get started and for convenient links to sign up and notify the program that you will be participating.

**[www.firesafety.vermont.gov/mayday](http://www.firesafety.vermont.gov/mayday)**

Participation in Operation Mayday is **free** and available to **all** Vermont Fire Departments.



**Let us know that your fire department will be participating.**

Scan this QR Code to let the Operation Mayday program know that your department will be participating



**Join fire departments across Vermont in a statewide coordinated recruitment event that includes a multi-media advertising campaign and a statewide recruitment open house.**